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(54) Title: **TRIBLOCK COPOLYMERS FOR COSMETIC OR PERSONAL CARE COMPOSITIONS**

(57) Abstract: Hair treatment composition comprising an ABA block copolymer are disclosed, wherein the A groups are polymeric blocks built up from an ethylenically unsaturated polymerisable monomer and the B group is a poly(alkylene oxide) block. The composition further comprise cosmetically acceptable diluent or carrier.

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